



KNXV

ORDER

Flight Dates 04/03/12-04/09/12

**KNXV-TV
PHOENIX**

Contract / Revision 293273 /

Original Date / Revision
04/02/12 04/02/12

Advertiser Cardon / Republican / Senat

Agency Media Placement Technolog

Buying Contact

336 Commerce Street
Alexandria, VA 22314

Product

Will Cardon for Senate 2012

Agency Com 15%

Billing Contact

PO Box 288
Alexandria, VA 22313

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
April 2012	25	\$21,398.75	\$25,175.00	0.00
Totals	25	\$21,398.75	\$25,175.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
03/26/12	04/09/12	25	\$21,398.75	\$25,175.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	04/03/12	04/06/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	-1111--	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/02/12	04/08/12	-1111--		4				\$175.00		0.00			
N 2	KNXV	04/09/12	04/09/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/09/12	04/15/12	M-----		1				\$175.00		0.00			
N 3	KNXV	04/03/12	04/06/12		CM	430pm-5pm	-1111--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00



KNXV

Print Date: 04/02/12

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KNXV-TV PHOENIX

Contract / Revision **293273** Flight Dates **04/03/12-04/09/12**

Hiatus Dates

Original Date / Revision 04/02/12/ 04/02/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Will Cardon for Senate 2012** Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 430pm-5pm Jeopardy														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/02/12	04/08/12	-1111--					4	\$800.00		0.00		
N 4	KNXV	04/09/12	04/09/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	1-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/09/12	04/15/12	1-----					1	\$800.00		0.00		
N 5	KNXV	04/03/12	04/06/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-11--	:30	3	\$1,200.00	P-2	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/02/12	04/08/12	-1-11--					3	\$1,200.00		0.00		
N 6	KNXV	04/09/12	04/09/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-----	:30	1	\$1,200.00	P-2	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/09/12	04/15/12	1-----					1	\$1,200.00		0.00		
N 7	KNXV	04/03/12	04/06/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-1111--	:30	4	\$2,000.00	P-2	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/02/12	04/08/12	-1111--					4	\$2,000.00		0.00		
N 8	KNXV	04/09/12	04/09/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	1-----	:30	1	\$2,000.00	P-2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/09/12	04/15/12	1-----					1	\$2,000.00		0.00		
N 9	KNXV	04/07/12	04/07/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$1,500.00	P-1	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/02/12	04/08/12	-----S-					1	\$1,500.00		0.00		
N 10	KNXV	04/03/12	04/06/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	-1111--	:30	4	\$800.00	P-2	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/02/12	04/08/12	-1111--					4	\$800.00		0.00		
N 11	KNXV	04/09/12	04/09/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	1-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/09/12	04/15/12	1-----					1	\$800.00		0.00		

*Tax 1 Note: Tax 0.5%.

Totals 25 \$25,175.00